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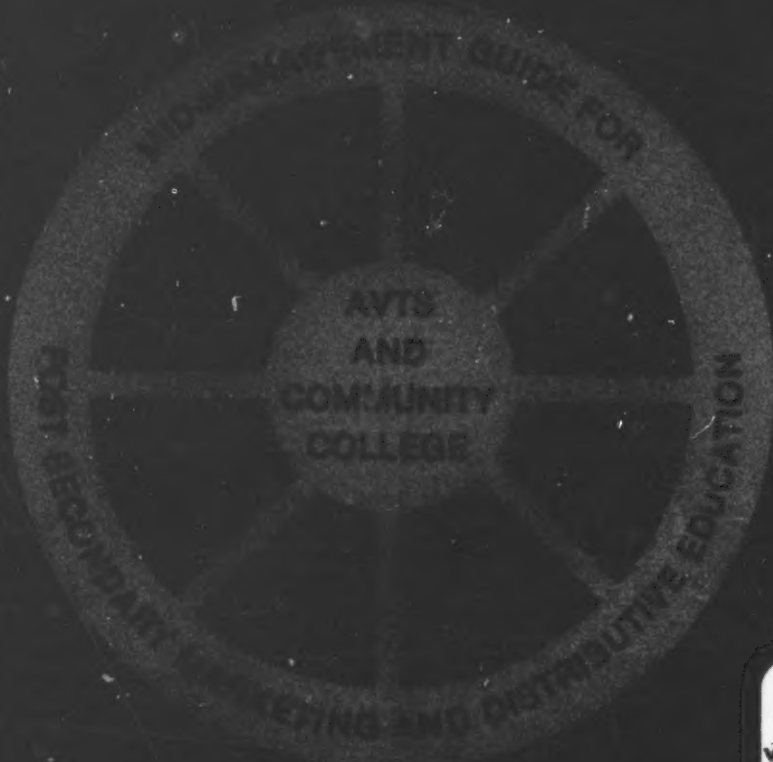
ABSTRACT

This curriculum guide is intended to aid community colleges, area vocational technical schools, and other institutions that provide mid-management educational programs in the state of Kansas to eliminate duplication between various institutions and to provide standard titles and standard content from institution to institution. Following an introduction, the curriculum guide is divided into the following parts: (1) an overall mid-management common core curriculum as the basis for all mid-management programs; (2) the mid-management-related competency core--competencies essential to mid-management that are not necessarily management courses: communication, mathematics, and human relations; (3) the overall mid-management curriculum, including the summary of the core curricula, the specialized courses, and the general education requirements for a two-year maximum program of 62 credit hours; (4) the mid-management specialized core, in three general areas--production and manufacturing, marketing and retailing, and service; (5) a sample curriculum for one- and two-year programs; (6) suggested course descriptions for the core curricula courses and for at least part of the marketing and retailing specialized cores. Course descriptions contain the course names, the typical length of the course, alternate titles, examples of course content, prerequisites, and the typical level offered--either freshman or sophomore. (KC)

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MID-MANAGEMENT
CURRICULUM GUIDE

Kansas State Department of Education
and
Emporia State University

Printed at Emporia State University
June, 1981

TABLE OF CONTENTS

	<u>PAGE</u>
I. LIST OF PARTICIPATING SCHOOLS	1
II. INTRODUCTION.	2
Explanation of Terms	3
Use of this Manual	5
Acknowledgements	6
III. SUGGESTED PROGRAM GUIDES.	7
Common Core Curricula.	9
Related Competency Core.	10
Specialized Core Curricula	11
Sample Curriculum Guide.	12
IV. MID-MANAGEMENT COURSE DESCRIPTIONS.	13
Accounting I	13
Accounting II.	15
Advertising.	17
Business Law	19
Business Math.	20
Economics I.	21
Human Relations.	23
Introduction to Business	24
Management Internship.	26
Marketing.	27
Personnel Management	28
Principles of Management	30
Retailing.	31

	<u>PAGE</u>
Salesmanship	32
Small Business Management.	33
Visual Merchandising	34
Introduction to Data Processing.	35

LIST OF PARTICIPATING SCHOOLS

Special thanks go to the following institutions for their help in preparing this Guide. Catalogs were provided by these schools for purposes of review and analysis.

Community Colleges

Allen County
Barton County
Butler County
Coffeyville
Cowley Co.
Dodge City
Garden City
Hutchinson
Independence
Johnson County
Kansas City Kansas
Neosho Co.
Pratt
Seward Co.
Cloud County
Colby
Fort Scott
Highland
Labette Co.

Four Year Colleges

Fort Hays State
Pittsburg State
Kansas State
University of Kansas
Wichita State

Area Vocational Technical Schools

Cowley-AVTS Division
Northeast Kansas
North Central Kansas
Southeast Kansas
Southwest Kansas

AVTS Schools Cont.

Flint Hills, Emporia
Northwest Kansas, Goodland
Kansas City
Liberal
Manhattan
Central Kansas, Newton
Salina
Kaw, Topeka
Wichita

INTRODUCTION

This guide is the result of early work by Dr. Patricia Altwegg for her doctoral dissertation at Kansas State University. In her dissertation Dr. Altwegg identified a list of courses which were typically being offered by the Community College programs in Marketing and Distributive Education in Kansas. From this long list of courses and program names a more standardized list of courses was developed which has been called Mid-Management. This project followed the five general steps listed below.

1. The first step was an analysis of the dissertation produced by Dr. Altwegg. During this phase, courses and program names were identified and described in terms of what has been called a common core curriculum.
2. The second step was to submit this listing of courses and programs to the marketing and distributive education coordinators for review at their Regional Conference in Kansas City in October, 1980.
3. The third step was the review by the project advisory committee, of the suggestions made by the marketing and distributive coordinators. The project advisory committee consisted of the following:
 - Dr. Patricia Altwegg - Cloud County Community College
 - Mr. Jim Edwards - Butler County Community College
 - Ms. Kay Berry - Kansas City Kansas Community College
 - Ms. Becky Brandt - Beloit AVTS
 - Mr. Dave Roos - Allen County Community College
Representing divisional administration.

This advisory committee put together their recommendations for a Mid-Management program. This included course description and core curricula content.

4. The fourth step was the review of the recommendations from the staff, advisory committee and the marketing and D.E. coordinators by the Kansas State Department of Education staff represented by Mr. Tom Moore and Mr. Richard Russell.
5. The last step was a final review of the suggestions, changes and recommendations made by the State Department of Education through a final coordinators and advisory committee review at the Winter Coordinators Conference at Emporia State University, February 7, 1981. These suggestions and comments were then incorporated into the final product which follows.

EXPLANATION OF TERMS

The Mid-Management Curriculum Guide is divided into the following parts:

1. An overall mid-management common core curricula which would be the basis for all mid-management programs. This curricula guide is summarized on page 9
2. Next is the mid-management related competency core. Related competencies are those areas which the advisory committee and marketing and D.E. and mid-management coordinators as well as the staff and State Department of Education consider to be essential to mid-management but which are not necessarily management courses. The areas defined are communication, math, and human relations. These courses are summarized on page 10

3. The overall mid-management curriculum follows. This portion includes the summary of the core curricula, the specialized courses and the general education requirements for a maximum program of 62 credit hours. This is the typical two year mid-management associate degree. This is on page 8
4. Next comes the so called mid-management specialized core. Mid-management is a competency area which typically exemplifies and works itself out into three general areas. First is the production and manufacturing areas, second, the marketing and retailing area and third, the service area such as advertising, insurance, credit and finance, etc.
5. The next portion of the guide is a sample curriculum for one and two year programs including an entire listing of suggested courses and course offerings. This is presented on page 12
6. The remainder of the curriculum guide contains suggested course descriptions for the core curricula courses and for at least part of the marketing and retailing specialized cores. These are intended as examples of the types of content which would be included in the courses and are not meant to be strict guides or rigid criteria for planning local programs. These descriptions should provide the basis for common terminology and common content between institutions and for the purpose of transferring to other states. The course descriptions contain the course names, the typical length of the course, alternate titles as well as examples of the content which could be included. The descriptions also include prerequisites and the typical level offered, either freshman or sophomore, or first or second year.

USE OF THIS MANUAL

This curriculum guide is meant to be an assistance to community colleges, area vocational technical schools and other institutions which might provide mid-management educational programs in the State of Kansas. The guide is intended simply to help eliminate unnecessary duplication and repetition between various institutions and to provide standard titles and standard content from institution to institution. In addition, it is meant to give the State Department of Education a guide as to the courses which might be approved for reimbursement by special funding for post-secondary institutions. This guide is not intended as a straight jacket for those who use it. The content and titles of courses can be modified to suit the local institution. Courses and programs not included herein would be negotiated with the State Department of Education on a individual basis through the local institution. Emporia State University does not insinuate that this is the last word in course approval or reimbursement formulas. This function is handled by the State Department of Education, and any local plan must be approved by that agency. It is the hope of the persons who participated in writing this guide that it will provide a foundation for better training and broader occupational preparation in post-secondary mid-management programs. It will also provide a way for post-secondary institutions to be aware of their curricular options. It is hoped it will develop standardized terminology for student transfer between institutions and a basis for college catalog development in vocational education. It is also hoped that the curriculum guide will be a basis for articulation and planning between all post-secondary institutions.

ACKNOWLEDGEMENTS

The Project Director recognizes Dr. Patricia Altwegg as the primary consultant and originator of the curriculum guide. Her dedication and hard work are recognized throughout the document. Special thanks go to Mr. Tom Moore and Mr. Richard Russell from the State Department of Education for their assistance and to the Project Advisory Committee mentioned above. It is the hope of the project staff that this document will be satisfactory to all parties involved and that it will provide the basis for future development of vocational education in Kansas.

SUGGESTED PROGRAM GUIDES
FOR
MID-MANAGEMENT

Mid-management can be defined as those careers and positions which involve planning, organizing, commanding, coordinating and controlling and which cut across all industry functions of service, finance, production and distribution. Mid-management careers are typically to be identified as the middle rung on an entry, mid-management and top-management career ladder. In addition to managerial skills, mid-management education programs contain specialized technical skills as well.

MID-MANAGEMENT

Students entering this program of study will automatically take the Common Core Curricula consisting of 35 credit hours.

In addition, each institution will select the number of hours required to fulfill the area competency. (Communications, Math, Human Relations)

MID-MANAGEMENT COMMON CORE CURRICULA	35	Credit Hours
SPECIALIZED COURSE: Communication Area	6 - 9	Credit Hours
Math Area	3 - 6	Credit Hours
Human Relations Area	3 - 9	Credit Hours
GENERAL EDUCATION REQUIREMENTS: Associate of Science Degree	3 - 15	Credit Hours
TOTAL PROGRAM HOURS:	62*	Credit Hours
Maximum Hours	59	Credit Hours
Minimum Hours	47	Credit Hours

*Physical Education and College Orientation according to each institution.

MID-MANAGEMENT
COMMON CORE CURRICULA

<u>Curricula</u>	<u>Credit Hrs.</u>	<u>Clock Hrs.</u>
Accounting	6	210
Business Law	3	105
Economics I	3	105
Introduction to Business	3	105
Introduction to Data Processing	3	105
Management Internship	6-8	210-280
Marketing	3	105
Personnel Management	3	105
Principles of Management	3	105
TOTAL	35 Hrs.	1155-1225 Hrs.

MID-MANAGEMENT
RELATED COMPETENCY CORE

Communication Area:

Students in this program need to be competent in communications. This can be achieved by taking courses from the communications area.

For Example:

- Business Communication
- Business Correspondence
- Business English
- Career Communications
- Speech
- Technical Writing

Math Area:

Students in this program need to be competent in math. This can be achieved by taking courses from the math area.

For Example:

- Business Calculations
- Business Math
- Business Statistics
- Fundamentals of Math

Human Relations Area:

Students in this program need to be competent in human relations. This can be achieved by taking courses from the human relations area.

For Example:

- General Psychology
- Human Relations
- Interpersonal Communications
- Personnel Supervision
- Sociology

MID-MANAGEMENT
SPECIALIZED CORE FOR CAREER OBJECTIVES

Production/Manufacturing:

Students may select from courses that would provide competency for selected career objectives.

For Example:

- Cost Accounting
- Introduction to Industry
- Production Management
- Safety Management
- Small Business Management

Marketing/Retailing:

Students may select from courses that would provide competency for selected career objectives.

For Example:

- Advertising
- Marketing
- Retailing
- Salesmanship
- Small Business Management

Services:

Students may select from courses that would provide competency for selected career objectives.

For Example:

- Advertising
- Credit and Finance
- Insurance
- Hotel/Restaurant Management
- Money and Banking
- Real Estate
- Small Business Management

MID-MANAGEMENT

SAMPLE CURRICULUM GUIDE

ONE YEAR PROGRAM--- 34 Credits (Units)
1190 Clock Hours

<u>First Semester</u>	<u>Cr. Hrs.</u>	<u>Second Semester</u>	<u>Cr. Hrs.</u>
Introduction to Business	3	Accounting II	3
Marketing	3	Retailing	3
Accounting I	3	Principles of Management	3
Salesmanship	3	Business Law	3
Introduction to Data Processing	3	Economics	3
Internship	2	Internship	2
	17		17

TWO YEAR PROGRAM--- 62 Credits (Units)
2170 Clock Hours

<u>First Semester</u>	<u>Cr. Hrs.</u>	<u>Second Semester</u>	<u>Cr. Hrs.</u>
Business Communication or English	3	Business English or English	3
Introduction to Data Processing	3	Business Law	3
Accounting I or Business Math	3	Accounting II	3
Salesmanship	3	Principles of Management	3
Introduction to Business	3	Internship	2-3
	15		15

<u>Third Semester</u>	<u>Cr. Hrs.</u>	<u>Fourth Semester</u>	<u>Cr. Hrs.</u>
Economics I	3	Personnel Management	3
Visual Merchandising	3	Marketing	3
Advertising	3	Small Business Management	3
Business Elective	3	Retailing	3
Human Relations	2	Business Elective (Internship)	2-3
Internship	2-3		
	17		15

MID-MANAGEMENT

COURSE DESCRIPTIONS

COURSE NAME: Accounting I
CREDIT HOURS: 3
CLOCK HOURS: 105

PREREQUISITES: None
*Level I

Subject matter and learning experiences which are designed to introduce pupils to the general principles of accounting. Usually included for study are theory and practice of accounting and their application to, for example, proprietorships, partnerships, and corporations; problems in recording transactions; payroll and tax transaction procedures; procedures in depreciation and accrual accounting; and preparation and analysis of financial statements.

Alternate Titles: Fundamental Accounting I, Principles of Accounting.

CONTENTS: Evolution of Accounting
-Primitive Accounting
-Double-Entry System

Accounting Principles and Practices
-Contemporary Accounting
-Profession of Accountancy
-Specialized Accounting Fields
-Bookkeeping and Accounting
-Principles and Practice
-The Cost Principles
-Assets, Liabilities, and Capital
-Accounting Statements

Recording Transactions - The Accounting Cycle
-Nature of an Account
-Relationship of Accounts to the Balance Sheet
-Classification of Accounts
-Debit and Credit
-Flow of Accounting Data
-Two-Column Journal
-Two-Column Account
-Four-Column Account
-Posting
-Chart of Accounts
-Trial Balance
-Discovery of Errors

- CONTENTS:** Completion of Accounting Cycle
- Trial Balance and Accounting Statements
 - Work Sheet
 - Financial Statements
 - Post-Closing Trial Balance
- Accounting for Merchandise and Cash Transactions
- Special Journals
 - Merchandising
 - Purchases and Sales
 - Credit Terms and Discounts
 - Accounts Payable Ledger and Controlling Account
 - Sales Journal
 - Cash Receipts Journal
 - Accounts Receivable Control and Subsidiary Ledger
- Periodic Reporting
- Year-End Summarization
 - Merchandise Inventory Adjustments
 - Income Statement
 - Balance Sheet
 - Adjusting Entries
- Receivables, Payables, and Inventories
- Use of Credit in Business
 - Classification of Receivables
 - Classification of Payables
 - Determining Interest and Due Date
 - Notes Payable and Interest Expense
 - Notes Receivable and Interest Income
 - Uncollectible Receivables
- Merchandise Inventory
- Inventory Systems
 - Determining the Cost of Inventory
 - Presentation of Merchandise Inventory on the Balance Sheet
- Deferrals, Accruals, Plant Assets, and Intangible Assets
- Plant Assets and Intangible Assets
- Systems and Controls
- Payroll Systems
- Systems Design and Automated Data Processing
- Concepts and Principles
- Formation, Income Division and Liquidation of Partnerships

-
- *Level 1: Freshman level or first year in postsecondary school
- *Level 2: Sophomore level or second year in postsecondary school

COURSE NAME: Accounting II
CREDIT HOURS: 3
CLOCK HOURS: 105

Accounting I
*Level 1 or 2

An organization of subject matter and learning activities concerned with the refinement and expansion of accounting theory and procedures with emphasis being placed on a variety of special problems dealing with such considerations as partnerships, proprietorships, and corporations, and installments, consignments, budgeting, depreciation and depletion, governmental accounting, consolidated statements, taxes, liquidation, receiverships, and actuarial science.

Alternate Titles: Intermediate Accounting, Advanced Accounting, Modern Advanced Accounting, Financial Accounting.

CONTENTS: Partnerships
--Formation, Income Division, and Liquidations
--Partnership Organization and Operation
--Accounting for Partnerships
--Investments
--Division of Income and Loss
--Partners' Salaries
--Statements of Partnerships
--Partners Dissolution

Corporations
--Organization and Operation
--Characteristics of a Corporation
--Corporate Capital
--Characteristics of Stock
--Issuing Stock
--Equity per Share

Stockholders' Equity, Earnings, and Dividends

Long-Term Liabilities and Investments

Departments and Branches

Manufacturing and Job Order Cost Systems

Process Cost Systems

Budgetary Control and Standard Cost Systems

CONTENTS: Income Taxes and Their Effect on Business Decisions
Cost and Revenue Relationships for Management
Management Reports and Special Analysis
Statement of Changes in Financial Position
Consolidated Statements and Other Reports
Financial Statement Analysis
Accounting for Individuals and Not-for-Profit Organizations

- *Level 1: Freshman level or first year in postsecondary school
- *Level 2: Sophomore level or second year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Advertising
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 1 or 2

The study of the economic, sociological, and psychological aspects of advertising. Usually, this is a survey of paid forms of nonpersonal presentations of facts about goods, services, or ideas directed toward groups of people. Emphasis is on understanding media, the role of advertising in the marketing structure, and the different institutions involved in the creation of advertising.

Alternate Titles: Principles of Advertising, Advertising and Merchandise Display, Introductory Advertising.

- CONTENTS: The Advertising Planning Process
- Advertising as a Marketing Management Tool
 - Dimensions of the Advertising Industry
 - Organizing the Advertising Department
 - Internal Organization of the Advertising Department
 - Staffing
 - Structuring the Relationship with the Advertising Agency
 - Advertising Agency Functions and Organization
 - The Advertising Plan
 - Characterisitics of the Advertising Plan
 - The Role of Advertising in the Consumer Decision Process
 - Advertising and the Consumer Decision Process
- Direction for the Advertising Program
- Consumer Analysis-Determining Consumer Needs
 - Consumer Analysis-Identifying Prospects
 - Product Analysis
 - Market Analysis
 - Positioning the Product and Defining Advertising Objectives
- Advertising Objectives
- Setting the Budget
 - The Media Program-The Media Selection Process
 - Newspapers and Magazines
 - Television and Radio
 - Direct Advertising and Out-of-Home Media
 - The Creative Program-Content
 - Creating the Advertisements
 - Producing the Advertisements
 - Sales Promotion Program
 - New Product Program

CONTENTS: Control and Evaluation of the Advertising Programs
-Evaluating Advertising Effectiveness
-Techniques for Measuring Advertising Effectiveness
-Assuring Advertising's Contribution to the Consumer
-Legal Responsibilities

- *Level 1: Freshman level or first year in postsecondary school
- *Level 2: Sophomore level or second year in postsecondary school

COURSE NAME: Business Law
CREDIT HOURS: 3
CLOCK HOURS: 105

PREREQUISITES: None
*Level 1 or 2

The study of the principles of law as they relate to business transactions and to the individual and his job responsibilities--the rights of individuals and businesses and other individuals and businesses with whom they deal. Usually, emphases are placed on considerations such as contracts, insurance, loans, sales, negotiable instruments, partnerships, corporations, principal and agent, and property.

Alternate Titles: Business And The Law.

CONTENTS: Nature, History and Sources of Law
Legal Procedure and the Judicial System
Torts and Crimes
Contracts
Sales
Commercial Paper
Property
Agency
Partnership
Corporations
Public Policy and Business

*Level 1: Freshman level or first year in a postsecondary school
*Level 2: Sophomore level or second year in a postsecondary school

COURSE NAME: Business Math
CREDIT HOURS: 3
CLOCK HOURS: 105

PREREQUISITES: None
*Level 1

The study of various aspects of arithmetic which apply particularly to business problems. Usually, included in the mathematics subject matter for business applications are (1) the rationale of computation by means of the four basic operations with the rational numbers; (2) the decimal numerations system; (3) ratio, proportion, and percent; (4) Measurement; (5) formulas; and (6) graphs.

- CONTENTS: Fundamentals
- The Number System and Basic Operations
 - Fractions and Basic Operations
 - Decimals and Basic Operations
 - Fraction-Decimal Relationships
 - Aliquot Parts
 - The Metric System and Conversions
 - Banking Records
 - Inventories and Turnover
- Percentage
- Markup and Markdown
 - Discounts
 - Commission and Consignment
 - Depreciation
 - Federal and State Taxes
 - Payroll and Payroll Deductions
- Simple and Compound Interest
- Simple Interest
 - Debt and Credit Instruments
 - Interest Tables
 - Bank Discounts
 - Interest and Installment Payments
 - Compound Interest
 - Rates of Return
 - Annuities
 - Insurance
 - Stocks and Bonds
 - Sinking Funds
- Statistics
- Basic Statistics
 - Charts and Graphs
- Financial Statements and Analysis
- The Balance Sheet
 - Income Statement Analysis
 - T-Account Analysis
 - Financial Ratios

MARKETING AND MID-MANAGEMENT

COURSE NAME: Economics I
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 1

The study of man's use of limited resources to satisfy his wants--resources transformed by production into goods and services which, upon distribution, are transformed by consumption to yield the satisfaction of wants. The study of economics includes the analysis of the implication of alternative choices in the allocation of resources.

Alternate Titles: Principles in Economics I, Elements of Economics I, Introduction to Economic Issues.

CONTENTS: Basic Economic Concepts
 -Economic Problems and Economic Goals

Scarcity: The Economizing Problem
 -Unlimited Wants...Scarce Resources

Specialization, Exchange, and Money
 -Exchange: The Barter Economy
 -The Monetary System

Demand and Supply: The Market Mechanism
 -The Market Mechanism

The Economic Role of the Government
 -The Budget of the Federal Government
 -State and Local Governments
 -Government Regulation
 -Taxation

Business Organization and Finance
 -Business Organizations

High Employment and a Stable Price Level
 -Measuring National Product and National Income

Equilibrium With Unemployment: An Introduction to Keynesian Economics
 -Keynesian Theory: Aggregate Supply and Aggregate Demand

Fiscal Policy
 -Government Spending
 -Taxes
 -The Public Debt

- CONTENTS: Money and The Banking System
- Money in the United States Economy
 - Banking as a Business
 - The Modern United States Banking System
 - Banks and the Creation of Money
- The Federal Reserve And The Tools Of Monetary Policy
- The Organization of the Federal Reserve
 - Open Market Operations
 - Open Market Operations and Interest Rates
 - Minor Monetary Tools
 - The Balance Sheet of the Federal Reserve
-

*Level I: Freshman level or first year of a postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Human Relations
CREDIT HOURS: 3
CLOCK HOURS: 105

PREREQUISITES: None
*Level 2

Organized learning experiences which are concerned with personal effectiveness in relation to customers, to the distributive business, to employees, and to job activities. Class is designed to assist persons to focus upon themselves and others. Utilizing groups interaction and discussion, emphasis is placed upon the development of listening and communication skills, conflict management, personal and interpersonal awareness, goal setting and effective time management.

Alternate Titles: Human Relations in Business.

CONTENTS: Communication and Listening

Attitude Awareness

Managing Your Thinking

Understanding People

Personality

Human Relations

Group Dynamics

Motivation

Planning and Self-Management

Time Management

*Level 2: Sophomore level or second year of a postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Introduction to Business
 CREDIT HOURS: 2-3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 1

A study of the nature and scope of business. Emphasis is upon environmental forces and historical conditions influencing the world of business today. The course is designed to provide a general view of the field as a whole and to serve as a foundation for other specialized courses.

Alternate Titles: Elements of Business, Introduction to Business Enterprise, Business Principles, Basic Business Concepts, Fundamentals of Business

CONTENTS: Economic Basis for Business
 -Factors of Production

The Business System and Its Alternatives
 -Free Enterprise System
 -Communism and Socialism

Structure of Government
 -Executive Branch
 -Legislative and Judicial Branches

Taxation

Legal Forms of Business Ownership

Management and Organization

Labor Unions and Labor Relations

The Production Process

The Marketing Process
 -Product and Place
 -Price
 -Promotion

Financing the Firm
 -Stocks
 -Bonds
 -Budgeting

CONTENTS: Qualitative Information for Managerial Control
-Accounting Records
-Data Processing

The Social and Legal Environment of Business
-Business Ethics
-Business Law and Society's Rules
-Government Regulations

Challenges for Management
-International Operations

*Level 1: Freshman level or first year in postsecondary school
Level 2: Sophomore level or second year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Management Internship
 CREDIT HOURS: 6-8
 CLOCK HOURS: 210-280

PREREQUISITES: None
 *Level I & 2

Students must be enrolled in the Marketing and Mid-Management program. Each student must have the consent of the Instructor.

The internship will serve to promote on-the-job experience of the students in relation to their academic pursuits. Students will be required to complete detailed reports of their work experiences and attend regular conferences with the instructor.

The student, the employer, and the program coordinator develop an individual program for each student.

Students are compensated for their services and, in addition, will receive college credit.

The courses may be taken in two or three hour blocks. A minimum of 15 hours on-the-job training a week.

Alternate Titles: Occupational Internship; Management Problems Seminar I, II; Field Study and Conference I, II; Field Work Experience I, II; Internship and Seminar I, II, III, IV; Distributive Education I, II, III, IV; Mid-Management Internship I, II, III, IV; Internship Conference; Business Field Study I, II, Management Internship I, II, III, IV; Marketing and Management Seminar; Organization and Operation, Management Decision Making, Sales Promotion Management, Marketing Research, Financial Analysis.

CONTENTS:

Career Exploration and Preparation
 Work Related Problem Solving
 Review and Reporting of Job Experiences
 Evaluation of Progress and Achievement
 Application of Management Theory to Job Experiences
 Discussion of OJT Opportunities, Challenges
 Development of Career Competencies
 Techniques of Getting Results Through Group Effort
 Effective Management Practices
 OJT Internal Organization and Structure
 Management Decision Making
 Sales and Related Training Meetings

*Level 1: Freshman Year or first year in postsecondary school

*Level 2: Sophomore Year or second year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Marketing
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 1

Planned learning experiences which are concerned with the problems met in the process of moving goods from the producer to the consumer. The subject matter usually is approached from the viewpoint of employees and managers whose jobs require understandings and skills in the distribution of products and services.

Alternate Titles: Principles of Marketing, Marketing Research, Introduction to Marketing.

CONTENTS: Foundation Concepts
 -Contemporary Marketing
 -Challenges to Marketing Management

The Consumer
 -Consumer Market
 -Consumers: Motivation and Behavior

Marketing Institutions
 -Retailing
 -Marketing of Services
 -Wholesaling
 -Industrial Marketing
 -Building and Managing the Distribution Channel
 -Government in the Marketplace

Science and Strategy in Marketing
 -Marketing Management and Efficiency
 -Research in Marketing

Functional Operations in Marketing
 -Coordinating the Product With the Market
 -Price--The Adjusting Mechanism
 -Pricing Problems and Policies
 -Marketing Communications
 -Marketing Logistics
 -Finance and Risk

International Aspects of Marketing

*Level 1: Freshman level or first year in the postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Personnel Management
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 2

A study of methods and policies applicable to personnel work in distributive businesses. Emphasis is frequently on employment practices, job evaluation, ratings, labor relations, and employee development.

Alternate Titles: Personnel Selection, Personnel Administration, Principles of Personnel.

CONTENTS: Management and the Personnel Field
 -Management, Employees, and the Personnel Field
 -Philosophy, Principles, and Policies
 -Personnel Function

Labor-Management Relations
 -Unions and Management
 -Collective Bargaining

Organization and Jobs
 -Job Design and Analysis

Employment and Development of People
 -Human Resource Planning
 -Recruitment and Selection
 -Selection Testing and Interviewing
 -Equal Employment Opportunity
 -Performance Appraisal
 -Career Development
 -Promotion, Transfer, Layoff, and Discharge
 -Training
 -Management Development
 -Organization Development

Understanding and Managing People
 -Motivation
 -Quality of Working Life
 -Leadership, Supervision, and Management Systems
 -Participative Management
 -Discipline
 -Grievance Handling

CONTENTS: Financial Compensation
-Individual and Group Incentives

Security
-Health and Safety
-Benefits and Services

*Level 2: Sophomore level or the second year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Principles of Management
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 1 or 2

The study of planning, organizing, and controlling a business, including both the organizational and human aspects, often with emphasis on various theories of management, the purpose of which is to develop in pupils the knowledge and understanding necessary for managing people and functions and making decisions.

Alternate Titles: Business Management, Principles of Supervision, Introduction to Management, Management, Business Organization and Management.

CONTENTS: Management: Basic Concepts
 -Theory and Practice
 -Historical Perspectives
 -Careers

Managerial Decision and Action
 -Decision Making
 -Planning
 -Objectives
 -Policies
 -Coordination and Control
 -Leadership and Supervision
 -Staffing

The Dynamics of Organization
 -Organizations and Their Environments
 -Organizational Design
 -Authority, Responsibility, and Power
 -Organization Change
 -Organizational Conflict

Organization Development and Managerial Behavior
 -Organization Development
 -Organizational Climate and Morale
 -Performance Appraisal
 -Motivation
 -Communication
 -Ethics

*Level 2: Sophomore level or sophomore (second) year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Retailing
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 1 or 2

Organized learning activities which emphasize the opportunities in and the development and present status of the retailing structure. Usually and analysis is made of the major store functions, procedures followed in retailing, and opportunities and requirements for career development.

Alternate Titles: Principles of Retailing

CONTENTS: The Economics of Retailing
 -Kinds of Stores
 -Legal Aspects of Retailing
 -Franchising
 -Consumer Behavior

The Store
 -Location
 -The Store Building
 -Buying and Selling a Store

The Merchandise
 -Inventory
 -Retailing Arithmetic
 -Merchandise Planning
 -Buying
 -Pricing and Price Policies
 -Physical Handling of Goods

Promotion
 -Salesmanship
 -Display and Promotion
 -Advertising

Control
 -Accounting and Control Systems
 -Financial Planning and Control
 -Credit

Managerial Problems
 -Personnel
 -Careers in Retailing
 -Growth
 -Future Trends

*Level 2: Sophomore level or second year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Salesmanship
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 1

Planned learning experiences which emphasize the psychological and economic impact of selling and the fundamentals of sales ability. Emphasis frequently is on practices in wholesale, retail, and specialty salesmanship, buying motives; creating product acceptance; building goodwill; and the application of new techniques to tangible and intangible sales.

Alternate Titles: Salesmanship Principles, General Salesmanship

CONTENTS: Personal Selling Basics
 -Personal Selling
 -Nature of Personal Selling
 -Types of Personal Selling

Background For Selling: The Buyer
 -Buying Behavior
 -Consumer Buying Behavior
 -The Communication Process

Background For Selling: The Company
 -Product Knowledge
 -Strategies
 -Promotion Program

Selling Process
 -Prospecting for Customers
 -Planning the Sales Presentations
 -Securing and Opening the Interview
 -Delivering the Sales Presentation
 -Demonstrating the Product
 -Answering Objections
 -Closing the Sale
 -Customer Relationships
 -Self-Management

Special Types of Selling

Sales Management

*Level 1: Freshman level or first year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Small Business Management
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 2

A study of management functions, policies, and the practical experiences of managers of small business concerns. Emphasis frequently is on the nature of the managerial job, characteristics and special problems of the small businessman, and establishing and operating a small business successfully.

Alternate Titles: None

CONTENTS: Small Business Environment and Ownership

- Small Business and Its Environment
- The Entrepreneur
- Ownership

Small Business Firms and Franchising

- Retail and Service Firms
- Wholesalers and Manufacturers
- Franchising

Establishing The Firm

- Buy an Existing Firm or Start a New One
- Location
- Physical Facilities
- Sources of Funds

Management Control

- Management and Employee Relations
- Personnel Management
- Financial Record Keeping and Cash Control
- Management Functions

Merchandise Control and Insurance

- Purchasing
- Inventory Control
- Risk, Insurance, and Theft

Marketing The Product or Service

- Marketing
- Pricing
- Customer Behavior and Personal Selling
- Advertising and Promotion
- Consumer Credit

The Government and Small Business

- Legal Considerations
- Government Control and Assistance

*Level 2: Sophomore level or second year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Visual Merchandising
CREDIT HOURS: 3
CLOCK HOURS:

PREREQUISITES: None
*Level 1 or 2

A study of the principles and methods of artistic merchandise display. Learning experiences usually involve the techniques of installing window and interior displays, display tools, equipment and mannequins, and practice in constructing different types of displays.

Alternate Titles: Advertising and Merchandise Display, Visual Merchandising and Advertising, Display, Retail Display.

CONTENTS: Introduction to Visual Merchandising
--Purposes and Functions
--Tools and Techniques
--Relationship to Merchandising, Sales

Elements of Display

Display: Origination and Progression

Principles of Design and Arrangement

--Arrangement
--Balance/Emphasis
--Harmony/Proportion/Rhythm

Color and Lighting

Promotional and Institutional Displays

Store Planning

--Engineering
--Design
--Layout

Signing

--Exterior
--Interior

Packaging

Booths, exhibits

Fixturing

*Level 1: Freshman Year or first year in postsecondary school
*Level 2: Sophomore Year or second year in postsecondary school

MARKETING AND MID-MANAGEMENT

COURSE NAME: Introduction To Data Processing
 CREDIT HOURS: 3
 CLOCK HOURS: 105

PREREQUISITES: None
 *Level 1

Introduction to Data Processing is a study of the history and development of data processing and how management uses computers. It includes a review of the media and equipment used in manual, mechanical, punch-card, and computer data processing. Flowcharting and an introduction to Fortran, Cobol, and the Basic programming languages will be discussed. Both Semesters.

Alternate Titles: Fundamentals of Computer Programming, Business Data Processing, Introduction to Computers.

CONTENTS: Basic Computer Concepts
 -Why people use computers in business
 -Data processing methods
 -Batch processing cycle
 -Input/output media
 -Input/output devices
 -Advantages and disadvantages of media
 -Data storage in computers
 -How computers work
 -Processing data in real-time
 -Time-sharing

Programming, or, Overcoming the Innate Perversity of Computing Machines
 -What programmers do
 -Designing printed output
 -Designing input
 -Flowcharts
 -Flowcharting a sequence test
 -Flowcharting subtotals and grand totals
 -Introduction to computer programming languages
 -COBOL
 -FORTRAN
 -Coding FORTRAN programs
 -Debugging programs for batch processing
 -Debugging programs on a timesharing computer
 -Operating systems
 -Binary coded data

CONTENTS (cont.): How Computers Are Used

- Master files
- Using master files
- A batch application
- Controls
- A business system
- How managers use computers
- Jobs in data processing
- History
- Computers and society
- Categories of computers
- Microcomputers
- Computers in education

*Level 1: Freshman level or first year in postsecondary school
Level 2: Sophomore level or second year in postsecondary school